

Message Text

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17

ACTION AF-08

INFO OCT-01 ISO-00 EB-07 /016 W
----- 067683

R 091626Z AUG 76
FM AMEMBASSY ACCRA
TO USDOC WASHDC
INFO SECSTATE WASHDC 3828

UNCLAS ACCRA 5841

E.O. 11652: N/A
TAGS: BEXP GH
SUBJECT: WTDR/FTI - BLACKWOOD HODGE (GHANA) LTD.

REF: USDOC 11367

1. GHANA 2. CNTRY CODE: 749 3. SER. NO: 0037400
4. BLACKWOOD HODGE (GHANA) LTD.
4A. CODE: K 4B. CODE: A
5. P.O. BOX 126; RING ROAD WEST
6. ACCRA, GHANA
7. EST. 1952 8. EMPL: 105 9. (18-X) VERY LARGE
10. REPUTATION: (22-X) EXCELLENT
11. SELLS ITS PRODUCTS THROUGHOUT GHANA. HAS HEADQUARTERS IN ACCRA
WITH ENGINEERING FACILITIES, INCLUDING ASSEMBLY PLANT FOR TRACTORS
AND DUMP TRUCKS, AND A BRANCH OFFICE AND SERVICING WORKSHOP IN
KUMASI, GHANA'S SECOND LARGEST CITY AND IMPORTANT COMMERCIAL CENTER
IN MAJOR MINING AND LOGGING REGION.
12. RPT. DATE: 08/76
13A. 35310/1235 IMP. AGT. DIST. OF EARTHMOVING AND CONST. MACHY.
13B. 35320/1235 IMP. AGT. DIST. OF MINING MACHY. AND EQUIPMENT
13C. 35230/1235 IMP. AGT. DIST. OF FARM MACHY. AND IMPLEMENTS
13D. 35370/01235 IMP. AGT. DIST. ASSEMBLER OF INDUSTRIAL TRUCKS
AND TRACTORS
13E. 35193/1235 IMP. AGT. DIST. OF INDUSTRIAL AND MARINE DIESEL
ENGINES
13F. 35360/1235 IMP. AGT. DIST. OF CRANES AND HOISTS
13G. 35600/1235 IMP. AGT. DIST. OF GENERAL IND. MACHY. PUMPS AND
COMPRESSORS
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13H. 35531/1235 IMP. AGT. DIST. OF CHAIN SAWS

13I. 37431/235 IMP. AGT. DIST. OF DIESEL LOCOMOTIVES
13J. 37150/1235 IMP. AGT. DIST. OF TRUCK TRAILERS
14. CONTACT: MR. ALFRED J. BROOKES TITLE: MANAGING DIRECTOR
15. CABLE: SUNTRACT 16. TELEX: 2147 17. TEL: 21255
18. FINANCIAL REF: BARCLAYS BANK OF GHANA LTD., P.O. BOX 16,
KANESHIE, ACCRA
19. TRADE REF: GENERAL MOTORS OVERSEAS DISTRIBUTOR CORP., 767
FIFTH AVE., NEW YORK, N.Y. 10022

20. MAJOR FOREIGN FIRMS REPRESENTED: DIST. OF E.R.F. LTD.,
SANDBACH, CHESHIRE CW11 9DN, ENGLAND, FOR HEAVY DUTY VEHICLES,
DUMPERS AND TRACTORS; OF TEREX DIV. OF GENERAL MOTORS CORP.
HUDSON, OH. 44236 FOR ROAD CONST., MINING, QUARRY AND LOGGING
EQUIPMENT; OF REX CHAIN BELT, INC., 4664 GREENFIELD AVE.,
MILWAUKEE, WI. 53201, FOR ROTARY MIXERS, ALL ACQ. 1952. DIST.
OF DETROIT DIESEL ALLISON DIV. OF GENERAL MOTORS, 13400 W. OUTER
DR., DETROIT, MI. 48228, FOR INDUSTRIAL AND MARINE ENGINES,
GENERATORS AND TRANSMISSION SYSTEMS; GRANT, GALLOWAY AND GEARS
LTD., LYNDHURST RD., ASHURST, SOUTHAMPTON 504 2EQ, ENGLAND, FOR
TAR SPRAYING EQUIPMENT, ACQ. 1956. PEGSON, TELSMITH DIV. OF
BARBER-GREENE CO., 532 E. CAPITOL DR., MILWAUKEE, WI. 53212 FOR
AGGREGATE AND MINING MACHY., QUARRY PLANT, ACQ. 1958; FRUEHAUF
TRAILERS LTD., DEREHAM, NORFOLK, ENGLAND, FOR TRUCK TRAILERS, ACQ.
1964. HANISCHFEGGER CORP., 4460 W. NATIONAL AVE., MILWAUKEE, WI.
53246 FOR EXCAVATORS, TRENCHERS AND SHOVELS, ACQ. 1965; C.M.I.
CORP., P.O. BOX 1985, OKLAHOMA CITY, OK. 73101 FOR ROAD CONSTRUCTION
EQUIPMENT, HEAVY DUTY GRADERS, ACQ. 1968; TOWNER MFG. CO., 2111 W.
17TH ST., BOX 6096, SANTA ANA, CA. 92706 FOR DISN PLOWS AND
CULTIVATORS, ACQ. 1971; HOMELITE DIV. OF TEXTRON, INC, INC., PORT
CHESTER, N.Y. 10573 FOR CHAINSAWS AND LOG SKIDDERS, ACQ. 1972;
EATON YALE FORESTRY DIV., 34 CLINTON ST., BATAVIA, N.Y. 14020 FOR
FORKLIFT TRUCKS, TIMBERJACK AND SKIDDERS ACQ. 1973; INGERSOLL-RAND,
WOODCLIFF LAKE, N.J. 07675 FOR ROAD ROLLERS, VIBRATORY TRUCK
MIXERS, CONCRETE BATCHING AND PUMPING UNITS, CHAIN-BELT MIXERS;
O. AND K. EXPORT-UND, HANBELSGESELLFCHAFT, DORTMUND, GERMANY, FOR
HYDRAULIC EXCAVATORS; JOHN DEERE PLOW AND PLANTER WORKS, 501 THIRD
AVE., MOLINE, IL. 61265 FOR AGRICULTURAL EQUIPMENT, ALL ACQ. 1974.
ELECTRO-MOTIVE DIV., GENERAL MOTORS CORP., LA GRANGE, IL. 60625
FOR DIESEL-ELECTRIC LOCOMOTIVES, ACQ. 1975.
21. BLACKWOOD HODGE HAS GROWN CONSIDERABLY DURING PAST THREE
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YEARS TO BECOME SECOND LARGEST HEAVY EQUIPMENT DEALER IN GHANA.
ANNUAL SALES REPORTEDLY INCREASED BY 50 PERCENT FROM CEDIS 2
MILLION IN 1974 TO CEDIS 3 MILLION IN 1975 AND CONTINUES TO
EXPAND AT ACCELERATED PACE. RESULTS FOR 1976 ARE ESTIMATED
AROUND 7 MILLION. PRESENTLY WHOLLY-OWNED BY JOHN BLACKWOOD IN
ENGLAND, FIRM PLANS TO SELL SHARES LOCALLY TO COMPLY WITH GOVERN-
MENT INVESTMENT DECREE WHICH COMES INTO FORCE DECEMBER 31.
MANAGEMENT FORESEES NO SERIOUS CHANGE IN COMPANY'S FUTURE PRO-

GRESS AND DEVELOPMENT, AND HOPES TO ENJOY CONTINUED AND ACTIVE
SUPPORT AND PATRONAGE FROM THE LOCAL BUSINESS COMMUNITY.
BLACKWOOD HODGE IS CONSIDERED FINANCIALLY STRONG, COMPETENT AND
REPUTABLE BY THE TRADE AND BANKING SOURCES. WE RECOMMEND IT
AS EXCELLENT TRADE CONTACT FOR INTERESTED U.S. FIRMS.

22. PREPARED BY: P.A. HENNISON APPROVED BY: A.L. GLAD
AT: AMERICAN EMBASSY, ACCRA.
LINEHAN

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NNN

Message Attributes

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Margaret P. Grafeld
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